

St. Charles International Trade Forum

USING FEDERAL, STATE, AND LOCAL FOREIGN TRADE INFORMATION RESOURCES

STAT-USA®/Internet™ (Country/Industry Reports) and USA Trade® Online (Export/Import Data)

Friday, October 14, 2005, 9:00 a.m. – 3:00 p.m. at the St. Charles Community College
4601 Mid Rivers Mall Drive, Student Center, Room 205-206.

FREE SEMINAR (Lunch provided) limited to 100 participants. Registration is required. Call Middendorf-Kredell Library at 636.978.7997, or e-mail: asylvan@mail.win.org

Presented by:

Forrest Williams, Director, STAT-USA, Economics and Statistics Administration, U.S. Department of Commerce
Bronwen Madden, Missouri Exports Assistance, International Trade Manager, Missouri Department of Economic Development
Alice Bernard-Jones, International Finance Manager, Missouri Department of Economic Development/Missouri Development Finance Board
Greg Prestemon, President, Economic Development Center of St. Charles County
Randall LaBounty, Director, U.S. Export Assistance Center, St. Louis Hub, U.S. Department of Commerce

Participants will learn about import and export issues, be introduced to federal (STAT-USA/Internet, USA Trade Online), state, and local resources, and tutored in effective ways to integrate the resources into business decision making, marketing, and business curriculum.

STAT-USA®/Internet™

- Use the **State of the Nation** database to:
 - Gauge the direction of the U.S. economy
 - Review U.S. employment, financial, and economic releases
 - Obtain surveys of domestic business and industry statistics
 - Gather regional and national consumer statistics and indices
- Navigate the **Globus/NTDB** database to:
 - Examine over 240 foreign country reports
 - Gain international market insights
 - Glimpse into foreign industries
 - Discover cross-cultural differences
 - Acquire global business trade leads
 - Contact businesses and buyers worldwide
 - Obtain export assistance contact information

USA Trade® Online

- Access **USA Trade Online**, the official source of U.S. export/import data
 - Harvest reliable current and cumulative export/import trade data by:
 - Country, commodity and custom port
 - Monthly data from January 2002 annual data from 1992
 - Time-series over 10 years
 - Generate automatic pre-formatted world trade reports
 - Track foreign trade of more than 18,000 commodities
 - Determine foreign market potential/market share
 - Find existing and emerging export markets
 - Create colorful charts and graphs to complete your market research report



Forum is sponsored by:
STAT-USA, Economics and Statistics Administration, U.S. Department of Commerce
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U.S. Export Assistance Center, St. Louis Hub, U.S. Department of Commerce
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Agenda:

8:30 am Registration
9:00 am Use of Federal Information Resources in Business and the Business Curriculum, Forrest Williams, Director, STAT-USA
12:00 pm Lunch
1:00 pm Missouri Exports Assistance, Bronwen Madden and Alice Bernard-Jones, Missouri Department of Economic Development
2:00 pm St. Charles County Export Assistance, Greg Prestemon, President, Economic Development Center of St. Charles County
2:30 pm U. S. Department of Commerce (Hub USEAC, St. Louis), Randall LaBounty, Director
3:00 pm Questions and Adjournment